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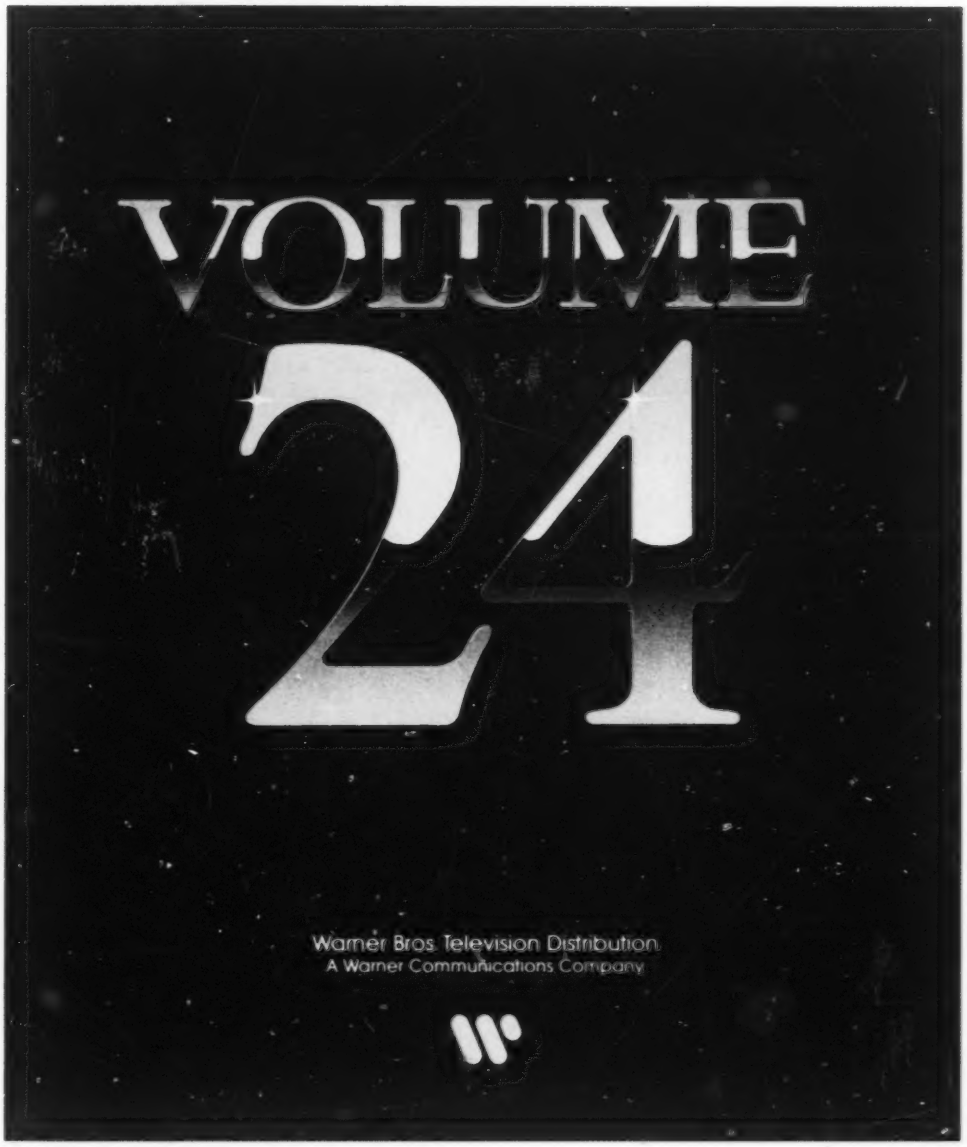
The Fifth Estate

Broadcasting ϟ Feb 13



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NATPE 84

Vol. 106 No. 7

Broadcasting Feb 13

NATPE opens in San Francisco
EEO problems slow broadcast dereg measure
"At Large" with Bob Packwood

UNPALATABLE DISH □ EEO is latest roadblock in negotiations with House members over broadcast deregulation. **PAGE 75.**

FCC OVERSIGHT □ House Energy and Commerce Committee questions FCC on Fowler's meeting with Reagan on fin-syn, children's television. **PAGE 76.**

WAR COVERAGE □ Media and Pentagon representatives testify at three days of hearings on how press can cover future military operations. **PAGE 78.**

NATPE 84 □ Premiere programing convention opens to 6,000 strong in San Francisco. **PAGE 96.** Observers are in disagreement over benefits of increased use of barter and barter/cash in programing deals. **PAGE 100.** A final rundown of what's hot in the marketplace. **PAGE 107.** A list of companies exhibiting at the Moscone Center, Fairmont hotel and other venues in San Francisco appears on **PAGES 110-156.**

BIRDS LAY EGG □ Westar VI and Indonesian satellite losses expected to raise insurance premiums and tighten satellite space for upcoming busy summer season. **PAGE 164.**

DARK HORSE □ Developers of multichannel television sound system ask FCC to delay decision on setting marketplace standard. **PAGE 166.**

On the scene. *BROADCASTING will be headquarted at the San Francisco Hilton in suite G-1964 and G-1965. Both the Feb. 6 and Feb. 13 issues will be available in the suite and on the Moscone Center exhibit floor at 908 Broadway.*

NEW LEASE ON LIFETIME □ Consolidated cable service gets off the ground in 16 million cable homes. **PAGE 174.**

RATINGS WHISKER □ November local sweeps are too close to call between ABC and CBS. NBC is third. **PAGE 174.**

FIRST PRIORITY □ Oregon Senator Bob Packwood discusses his quest for First Amendment parity for the Fifth Estate in this "At Large" interview with BROADCASTING editors. **PAGE 188.**

MORE HEARINGS □ Cable operators testify in favor of S. 1917, which would eliminate fairness doctrine and political broadcasting laws. **PAGE 196.**

THE ENVELOPE □ duPont journalism award winners announced. **PAGE 200.**

HEAVENLY BROADCASTING □ Religious groups are largely responsible for recent flood of filings at FCC for noncommercial FM's. **PAGE 201.**

AT THE HELM □ Stan Marinoff is helping NATPE counter its one-trick-pony image with rush of activity on programers behalf. **PAGE 239.**

INDEX TO DEPARTMENTS

Advertising & Marketing....170	Closed Circuit 18	For the Record.....214	Monday Memo 36
Business 210	Datebook 42	In Brief 240	Open Mike 56
Business Briefly 22	Editorials 242	Journalism 200	Programing 174
Cablecastings.....30	Fates & Fortunes.....235	Law & Regulation 196	Riding Gain.....158
Changing Hands 204	Fifth Estater 239	The Media 201	Stock Index.....212

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INDEX TO ADVERTISERS Acama Films 215 □ American Airlines 213 □ American Speech-Language-Hearing Association 22 □ Ampex Corp. 191 □ Arbitron Ratings Co. 203 □ The Bennett Group, Inc. 90-91 □ Blackburn & Co., Inc. 204 □ Blair Television 83 □ Bonneville Productions 179 □ Bonneville Telecommunications, Satellite Sys. Div. 160-161 □ Broadcast Electronics, Inc. 50 □ Cannon Television Distribution 44-45 □ The C.B. Distribution Co. 43 □ Chapman Associates 207 □ Classified Ads 224-234 □ Colbert Television Sales 157 □ Columbia Pictures Television 20-21, 27, 28-29, 68-69, 70-71, 72-73, 101 □ Columbia University Teachers College 26 □ Continental Electronics 216 □ DFS Program Exchange 165, 167 □ Dusek Communications, Inc. 235 □ Embassy Telecommunications 57, 58-59, 60, 61, 62, 63, 64, 65, 66, Fourth Cover □ The Entertainment Network 195 □ Essence Communications, Inc. 193 □ Firstmark Financial 209 □ Four Star Entertainment Corp. 38-39 □ Gaylord Broadcasting Co. 124 □ Gaylord Program Services 19 □ Genesis Entertainment 136-137, 138-139 □ Goldcrest Films & Television Ltd. 184-185 □ Golden West Television 55 □ The Samuel Goldwyn Co. 172-173 □ Group W Productions 74 □ Harris Corp. Broadcast Transmission Div. 128-129 □ Heller Oak Communications Finance Corp. 205 □ Hitachi Denshi America, Ltd., Broadcast & Prof. Div. 180-181 □ International Technology Underwriters 211 □ Katz 149 □ Katz Sports 134 □ KHJ-TV Third Cover □ King Features Entertainment 113, 120, 125, 132-133, 155 □ Le Parc Hotel 236 □ Lexington Broadcast Services Co., Inc. 159 □ Lincoln First Bank, N.A. 202 □ Local Program Network 115 □ Lorimar 24-25, 108-109 □ Lutheran Television 54, 112, 127 □ MCA TV 31, 32-33, 34-35 □ Media General Broadcast Services, Inc. 219 □ Metromedia Producers 103, 104-105, 106, 143, 144-145 □ Metrosports 197 □ MGM/UA 47, 48-49, 93, 94-95, 97, 98-99 □ Mutual of Omaha 168-169 □ Netcom 175 □ Oak Media Distribution Corp. 150 □ Paramount Television Domestic Distribution 84-85, 86-87 □ Professional Cards 223 □ Robert W. Rounsaville & Associates 206 □ Services Directory 222 □ SFM Entertainment 183 □ The Silverbach-Lazarus Group 187, 189 □ Standard Rate & Data Service 221 □ Howard E. Stark 200 □ Joe Sullivan & Associates, Inc. 42 □ D.L. Taffner/Ltd. 151, 171 □ Telepictures Corp. 40-41 □ Television Program Enterprises 163 □ Tribune Entertainment Co. 37 □ 20th Century-Fox Television 52-53, 140-141, 147, 152-153 □ 21st Century Television Distribution Corp. 199 □ USA Cable Network 118-119 □ Viacom 23, 51, 89, 121, 122-123, 131 □ Video Dub, Inc. 111 □ Warner Bros. Television Distribution Front Cover, 16 □ WCCO-TV 177 □ WNEP-TV 217 □ World Events Productions, Inc. 117 □ Worldvision Enterprises, Inc. Second Cover/3, 4-5, 6, 7, 8-9, 10-11, 12-13, 14-15 □ World Wide Bingo, Inc. 46

Lifetime: cable service aims for power through partnership

Consolidation of Cable Health Network and Daytime gives service 12 million homes at launch, numbers that interest advertisers, says service; by 1985; joint venture expects to be profitable

First, there was Daytime; then there was the Cable Health Network.

Now there is neither, but in their place has arisen the cable network, Lifetime, combining what executives involved believe are the most popular program elements from the two previous advertiser-supported services which could not survive on a stand-alone basis.

And that consolidation of resources, among Hearst Corp. and ABC, which operated Daytime, and Viacom, the principal backer behind CHN, is what Lifetime executives point to first in explaining why they think two essentially unchanged program concepts can work in merged form. "We've combined the resources of three very large companies who are very much behind us," said Arthur Cooper, vice president, chief financial officer and acting head of Lifetime, until a president and chief operating officer is named. "We have a staff of very seasoned veterans," he added, most of whom came from Daytime and CHN ranks. Also, Cooper contends, "we have a concept we know can work," based on the positive response Lifetime has received from advertisers and cable operators.

Lifetime went into business Feb. 1 with just over 16 million homes in its cable household universe, and, helped largely by the signing of the Cox Cable system in San Diego with about 225,000 subscribers, the network has already expanded its reach to more than 16.5 million homes.

"We're on target with the number of affiliates we wanted [as well as] with our business plan," said Cooper. But he refused to back up the latter contention with any advertising sales or sales projection figures. The only projection the network is willing to disclose at this time is that it will be profitable by the end of 1985.

Lifetime executives cite several reasons why operators have been attracted to the new service, perhaps the most obvious being that it's offered free, although, Cooper admits, that could change if business doesn't develop according to the current plan. The decision to impose carriage fees, he said, would depend "on a lot of things," with advertising sales certainly one consideration.

In one sense, notes Don Andersson, Lifetime's vice president, affiliate relations, the merger was of particular benefit to Daytime. That service, geared primarily to women, was only on four hours a day, and generally transmitted on a channel with one or more other services. "The affiliates like the merger," says Andersson, because in its previous life "you couldn't identify [Daytime] with enough promotion to make it a really targeted vehicle. Now it has a set place on the dial within the framework of an overall network."

One other positive attribute of the network is its ability to approach advertisers with a household universe of more than 16 million already in tow. "It's a lot tougher to convince advertisers of your value when you only have two million [households]," said David Moore, Lifetime vice president, advertising.

Moore said the network has succeeded in holding on to all the advertisers who had previously bought time on either Daytime or CHN and that his staff was adding "a couple of new advertisers every week," with a current total of more than 75. On average, a spot on Lifetime costs about $500.

The Lifetime advertising sales strategy uses a two-pronged approach, explained Moore. "Any time anybody buys cable television, they're supplementing network television [buys]," he said. But there is a second and perhaps just as important reason for buying cable: "The ability to target a select audience that has been determined by the advertiser as most likely to buy his product." Thus, in addition to the standard cost-per-thousand sales pitch that all advertisers are accustomed to, and most comfortable with, Lifetime also uses in many instances a "cost-per-user" pitch, which attempts to show the advertiser he can reach those who are most likely to buy his products for less cost by purchasing time for particular Lifetime programs.

As an example, Moore cited the Lifetime program, *What Every Baby Knows*, which draws an audience 80% composed of young mothers. The CPM for such a program might be a bit higher than network television, said Moore, but the cost-per-user (CPU) is significantly lower, perhaps $6.50, compared with the $20 (daytime) to $50 (prime time) CPU's for network television.

As for programing on Lifetime, the network's vice president in charge of that department, Mary Alice Dwyer-Dobbin, says, "What we tried to do with the program schedule itself was to put in programs directed toward the largest type of audience available during the daypart." Thus, daytime programing is directed largely to the homemaker; early-morning and early-evening program fare is aimed at working women, and prime time material is targeted predominantly to couples.

About half of the network's program content is produced in-house, with the other half being produced by, among others, companies such as Tomorrow Entertainment (which produces the syndicated *Body Human* and *Life Line* programs and, for Lifetime, *What Every Baby Knows*) and King Features (which produces Lifetime's *Good Housekeeping: A Better Way*).

Among the more unusual programs on the network are several hours of weekly fare targeted to health care professionals such as doctors, nurses and physical therapists. That programing, originally developed at CHN, is transmitted over the main network to cable systems as well as directly to hospitals via satellite master antenna television systems.

Because Lifetime has a 16-million-household universe, it is eligible for measurement by Nielsen, and will be measured from its launch date. Its first report, covering February and March (succeeding reports will be quarterly) should be ready some time in the second quarter. Those ratings should, in part at least, fuel or dispel the belief that the Daytime and CHN program concepts can thrive in the cable marketplace as a single Lifetime network. □

November local TV sweeps: too close to call between ABC, CBS

In market-by-market reports, ABC says its affiliates delivered most homes; CBS says it was winner; each network uses slightly different data

The prime time race for first place in the November 1983 local TV sweeps measurements proved to be so close—once again—that different networks computed the outcome differently ("Closed Circuit," Jan. 23).

ABC's tally of the Arbitron Co.'s market-by-market reports puts ABC affiliates in first place—barely. CBS's Arbitron tally puts CBS affiliates first—even more barely.

By ABC's count, ABC affiliates delivered 15,355,000 homes per average quarter hour, CBS affiliates delivered 15,179,000 and NBC affiliates delivered 12,738,000.

By CBS's count, CBS affiliates delivered 15,180,000, ABC affiliates 15,112,000 and NBC affiliates 12,343,000.

Researchers at both networks were counting only "pure" network programing, meaning that they excluded all local programs that appeared in prime time. But their methodologies differed somewhat.

The main known difference was in the treatment of prime time programs that ex-

tended past prime time (11 p.m. NYT) or were delayed locally and shown in other dayparts. ABC includes the ratings for these runovers and DB's (delayed broadcasts); CBS does not.

In addition, CBS excluded the 10:30-11 p.m. segment of the special *Viewpoint* discussion program that ABC presented immediately following *The Day After*, its high-rated television movie about nuclear holocaust (BROADCASTING, Nov. 28, 1983). CBS researchers said they excluded *Viewpoint* because it was a network-sustaining program, a category normally not rated. (Even if they had counted it, they said, CBS affiliates still would have won the sweeps "by a little bit" in the CBS calculation of the results.)

ABC researchers said they counted *Viewpoint* because, although network sustainers are not usually rated, sustainers on the stations are.

ABC's calculations showed ABC affiliates in first place in 61 markets, more than in November 1982; CBS affiliates first in 72, down from 91 a year earlier, and NBC affiliates first in 14, unchanged from November 1982 (figures include ties). ABC also said its count showed 133 ABC affiliates increased their household delivery over November 1982 levels, as compared with gains by 42 CBS affiliates and 65 NBC affiliates.

CBS's calculations, using a split-point system for ties, showed that in the 146 markets where all three networks have affiliates, the CBS affiliate was in first place in 71.5 markets, the ABC affiliate first in 62.5 and the NBC affiliate first in 12. CBS also showed year-to-year gains for CBS affiliates in 57 markets, for ABC affiliates in 144 markets and for NBC affiliates in 66 markets.

The closeness of the outcome surprised researchers because in national ratings for the sweeps period, CBS led by more than a rating point. It was not the closest sweeps results of 1983, however. In the May measurements, the race was so tight that all three networks calculated the order of finish differently (BROADCASTING, July 4, 1983).

The chart beginning on page 178 was developed by BROADCASTING from compilations of Arbitron market-by-market reports by CBS and ABC researchers, as indicated. Household numbers are in thousands (add 000) per average quarter hour, covering only the networks' prime time schedules. Boldface numbers indicate market winners. A dash (—) indicates no primary affiliate in the market. An asterisk indicates a new station in the market, or an affiliation change between November 1982 and November 1983 sweeps. The 1983 sweep period was Nov. 2-29. □

ABC's regular series lift it to victory

With exceptionally strong performances by several of its regular series, ABC-TV was the runaway winner of the prime time ratings for the week ended Feb. 5, the 19th week of the 1983-84 season. ABC's average Nielsen rating/share, 19.6/30, was 3.4 rating points ahead of second-place CBS, whose 16.2/25 was a bare two-tenths of a rating point ahead of NBC's 16.0/24. It was ABC's fifth weekly win of the season, against 14 for CBS.

ABC won Wednesday, Saturday and Sunday nights and was second on all of the others. NBC won Monday and Tuesday and was second on the nights that ABC won. CBS won Thursday and Friday and was third the rest of the time.

ABC won each prime time half-hour on Wednesday and again on Saturday. On Wednesday, ABC's ***Dynasty*** produced a 25.4/38 to rank third for the week, while ***Hotel*** (23.3/40) took eighth place and ***Fall Guy*** (22.0/33) ranked 10th. On Saturday, a two-hour special presentation of ***Love Boat*** (21.4/35) ranked 12th for the week.

On Friday, although CBS won it, ABC's ***Webster*** (21.1/33) and ***Matt Houston*** (18.3/31) produced their highest ratings of the season, and ***Benson*** (19.6/32) came in with its second highest. CBS won the night with strong time-period wins for both ***Dallas*** (26.7/41) and ***Falcon Crest*** (21.7/37). NBC's new ***Legmen, Master*** and ***The New Show*** weren't in it, averaging 7.9/13.

CBS's regular lineup also produced that network's Thursday win, with ***Magnum P.I.*** earning 23.6/34, ***Simon & Simon*** 22.7/33 and ***Knot's Landing*** 20.1/33. During the first two hours, a repeat of the ABC movie, "Grease," generated 19.7/28, well ahead of NBC's regular lineup, but in the final hour NBC's ***Hill Street Blues***, with 19.1/31, easily outdistanced ABC's ***20/20*** for second-place. ***20/20*** had a 15.5/25.

Sunday, which goes to CBS more often than not, went to ABC on the strength of period-winning performances of ***Hardcastle & McCormick*** (20.1/28) and a special movie presentation of ***My Mother's Secret Life*** (25.1/36). CBS's ***Four Seasons***, which in a special one-hour premiere the week before had scored a 22.3/31, dropped to 17.5/25 in its first appearance in its half-hour format, losing more than seven rating points of the 25.0/37 delivered to it by ***60 Minutes***. And a CBS special movie presentation, the award-winning "Chariots of Fire," lost much of the lead-in that ***Four Seasons*** delivered, ending with an average of 11.8/17. The theatrical blockbuster, "On Golden Pond" (25.2/37), which ranked fourth for the week, helped NBC to a second-place finish on Sunday.

The week covered the first five days of the February local sweeps period. For those days the Nielsen national averages were: ABC 20.3, CBS 16.3 and NBC 14.4.

For the season to date, the averages now are CBS 18.1, ABC 17.2 and NBC 15.1.

Outside of prime time, ***CBS Evening News*** continued to lead in the news race with a 14.3 average for the week, followed by ***NBC Nightly News*** at 11.4 and ABC's ***World News Tonight*** at 11.2. In daytime programing for the week ended Jan. 29 (the latest for which ratings were available) CBS led with 7.7 to ABC's 7.3 and NBC's 5.5. In early morning the latest ratings, for Jan. 23-27, showed ABC's ***Good Morning America*** ahead for its 104th consecutive week, with a 5.5./24, and with NBC's ***Today*** gaining again over ***CBS Morning News***. ***Today*** had a 4.3/19 for the week and ***CBS Morning News*** a 3.7/16. □

Rank	Show	Network	Rating/Share
1.	Dallas	CBS	26.7/41
2.	A Team	NBC	26.5/37
3.	Dynasty	ABC	25.4/38
4.	On Golden Pond	NBC	25.2/37
5.	My Mother's Secret L...	ABC	25.1/36
6.	60 Minutes	CBS	25.0/37
7.	Magnum, P.I.	CBS	23.6/34
8.	Hotel	ABC	23.3/40
9.	Simon & Simon	CBS	22.7/33
10.	Fall Guy	ABC	22.0/33
11.	Falcon Crest	CBS	21.7/37
12.	Love Boat	ABC	21.4/36
13.	Webster	ABC	21.1/33
14.	Knots Landing	CBS	20.1/33
15.	Riptide	NBC	20.1/30
16.	Hardcastle & McCormick	ABC	20.1/28
17.	Three's Company	ABC	19.9/29
18.	Most Beautiful Girl	NBC	19.8/29
19.	Grease	ABC	19.7/28
20.	AfterMASH	CBS	19.7/27
21.	Benson	ABC	19.6/32
22.	Knight Rider	NBC	19.6/27
23.	Newhart	CBS	19.4/27
24.	Hill Street Blues	NBC	19.1/31
25.	When She Says No	ABC	19.1/28
26.	TV Bloopers	NBC	19.1/27
27.	Scarecrow & Mrs. King	CBS	18.8/26
28.	Real People	NBC	18.4/28
29.	Facts of Life	NBC	18.4/27
30.	Matt Houston	ABC	18.3/31
31.	Hart to Hart	ABC	18.2/30
32.	Oh Madeline	ABC	18.2/27
33.	T.J. Hooker	ABC	17.7/30
34.	Four Seasons	CBS	17.5/25
35.	Roulupa, Bleeps, Blunders	ABC	17.0/25
36.	Diff'rent Strokes	NBC	16.6/28
37.	Remington Steele	NBC	16.6/28
38.	Silver Spoons	NBC	16.4/27
39.	Night Court	NBC	16.1/24
40.	Ripley's Believe It Or Not	ABC	16.0/24
41.	Dukes of Hazzard	CBS	15.9/25
42.	Happy Days	ABC	15.8/22
43.	20/20	ABC	15.5/25
44.	Mike Hammer	CBS	15.2/26
45.	That's Incredible	ABC	15.0/21
46.	Master of Ballantrae	CBS	14.8/22
47.	Airwolf	CBS	14.5/24
48.	Gimme A Break	NBC	14.1/21
49.	Blue Thunder	ABC	13.3/21
50.	St. Elsewhere	NBC	13.1/22
51.	Cheers	NBC	13.1/19
52.	Emerald Point, N.A.S.	CBS	12.3/19
53.	Chariots of Fire	CBS	11.8/17
54.	Family Ties	NBC	11.6/17
55.	We Got It Made	NBC	11.4/19
56.	Mama's Family	NBC	11.3/18
57.	Buffalo Bill	NBC	11.2/16
58.	Hollywood's Mysteries	NBC	10.4/18
59.	The Final Conflict	CBS	10.2/16
60.	Master	NBC	9.4/15
61.	Empire	CBS	9.0/14
62.	Whiz Kids	CBS	7.7/13
63.	Legmen	NBC	7.5/12
64.	New Show	NBC	6.8/12
65.	First Camera	NBC	6.7/8

The November Sweeps: Abilene-Fort Wayne

ADI (rank)	ABC's computations 1983 households (000) ABC	CBS	NBC	CBS's computations 1983 households (000) ABC	CBS	NBC
Abilene-Sweetwater, Tex. (155)	16	20	**26**	16	20	**26**
Albany, Ga. (150)	10	—	**52**	10	—	**51**
Albany-Schenectady-Troy, N.Y. (51)	91	**100**	72	94	**103**	71
Albuquerque, N.M. (62)	**75**	50	58	**77**	50	57
Alexandria, La. (163)	—	—	**34**	—	—	**34**
Alexandria, Minn. (178)	—	**40**	—	—	**40**	—
Alpena, Mich. (208)	—	**8**	—	—	**8**	—
Amarillo, Tex. (115)	**44**	31	26	**43**	33	26
Anniston, Ala. (192)	—	**18**	—	—	**19**	—
Ardmore-Ada, Okla. (172)	11	**24**	—	11	**25**	—
Atlanta (16)	212	**233**	150	215	**236**	149
Augusta, Ga. (103)	**51**	47	23	**51**	47	23
Austin, Tex. (82)	52	**58**	35	52	**59**	35
Bakersfield, Calif. (147)	**29**	22	20	**27**	22	20
Baltimore (21)	**198**	173	148	**202**	174	147
Bangor, Me. (156)	21	**29**	21	21	**28**	21
Baton Rouge (91)	**80**	69	31	**79**	68	31
Beaumont-Port Arthur, Tex. (120)	42	**51**	34	42	**52**	34
Bend, Ore. (203)	—	—	**4**	—	**5**	—
Billings-Harding, Mont. (169)	14	**20**	6	14	**20**	6
Biloxi-Gulfport-Pascagoula, Miss. (179)	**39**	—	—	**40**	—	—
Binghamton, N.Y. (134)	15	**48**	20	16	**52**	20
Birmingham, Ala. (48)	**139**	45	98	**140**	46	97
Bluefield-Beckley-Oak Hill, W.Va. (131)	**33**	—	27	**34**	—	27
Boise, Idaho (137)	25	**26**	25	**27**	26	25
Boston (6)	**328**	268	273	**307**	270	267
Bowling Green, Ky. (187)	**24**	—	—	**25**	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (87)	32	58	**71**	33	58	**71**
Buffalo, N.Y. (33)	**116**	**116**	89	**116**	115	86
Burlington, Vt. (93)	18	**51**	27	19	**54**	27
Casper-Riverton, Wyo. (180)	**18**	12	2	**18**	11	2
Cedar Rapids-Waterloo, Iowa (76)	**67**	52	53	**61**	52	52
Charleston, S.C. (111)	40	**52**	30	40	**53**	30
Charleston-Huntington, W.Va. (43)	85	106	**112**	86	108	**111**
Charlotte, N.C. (32)	113	**137**	48	115	**145**	47
Chattanooga (79)	65	**66**	49	**66**	63	49
Cheyenne, Wyo. (189)	—	**23**	—	—	**23**	—
Chicago (3)	**537**	450	505	**539**	453	500
Chico-Redding, Calif. (138)	**33**	32	—	31	**33**	—
Cincinnati (28)	129	**139**	104	128	**141**	104
Clarksburg-Weston, W.Va. (162)	—	**27**	22	—	**27**	21
Cleveland (11)	**301**	227	223	**294**	228	222
Colorado Springs-Pueblo (105)	**46**	41	32	**47**	40	32
Columbia, S.C. (90)	40	35	**64**	41	39	**64**
Columbia-Jefferson City, Mo. (141)	28	**35**	19	28	**35**	19
Columbus, Ga. (113)	**54**	48	16	**54**	49	16
Columbus, Ohio (35)	123	**136**	105	123	**140**	105
Columbus-Tupelo, Miss. (136) *	11	32	**43**	11	33	**42**
Corpus Christi, Tex. (125)	**40**	27	24	**38**	27	24
Dallas-Fort Worth (9)	**296**	275	188	**292**	276	188
Davenport, Iowa-Rock Island-Moline, Ill. (75)	64	**65**	57	**65**	64	56
Dayton, Ohio (49)	88	**123**	70	90	**122**	69
Denver (19)	**162**	141	142	**168**	142	140
Des Moines (67)	65	**80**	62	67	**81**	61
Detroit (7)	**393**	322	301	**396**	329	287
Dothan, Ala. (160)	15	**46**	—	15	**46**	—
Duluth, Minn.-Superior, Wis. (114)	**39**	35	26	**39**	35	26
El Centro, Calif.-Yuma, Calif. (177)	6	—	**9**	4	—	**10**
El Paso, Tex. (103)	31	29	**33**	32	30	**33**
Elmira, N.Y. (165)	**13**	—	11	**14**	—	11
Erie, Pa. (146)	26	24	**30**	27	25	**30**
Eugene, Ore. (126)	**37**	35	16	**35**	**35**	16
Eureka, Calif. (181)	**11**	**11**	—	10	**12**	—
Evansville, Ind. (88)	**56**	44	36	**58**	45	36
Fargo, N.D. (101) *	40	**41**	31	39	**41**	31
Farmington, N.M. (202)	—	—	**4**	—	—	—
Flint-Saginaw-Bay City, Mich. (56)	**93**	46	87	**96**	48	86
Florence, S.C. (149)	25	**65**	—	25	**67**	—
Fort Myers-Naples, Fla. (112)	21	**40**	27	21	**39**	27
Fort Smith, Ark. (148)	16	**39**	14	16	**40**	14
Fort Wayne, Ind. (95)	**51**	42	39	**51**	43	39

* Asterisk denotes affiliate switch or new station.

Chart continues on page 182.

The November Sweeps: Fresno-Panama City

ADI (rank)	ABC's computations 1983 households (000) ABC	CBS	NBC	CBS's computations 1983 households (000) ABC	CBS	NBC
Fresno, Calif. (65)	51	**62**	45	48	**64**	44
Gainesville, Fla. (170)	**21**	—	—	**22**	—	—
Glendive, Mont. (209)	—	**2**	—	—	**2**	—
Grand Junction, Colo. (185)	8	**21**	—	8	**19**	—
Grand Rapids-Kalamazoo, Mich. (38)	**109**	92	83	75	**94**	82
Great Falls, Mont. (176)	13	**15**	—	13	**16**	—
Green Bay, Wis. (69) *	**76**	65	64	**77**	66	62
Greensboro-Winston Salem-High Point, N.C. (50)	88	**121**	73	90	**120**	72
Greenville-New Bern, N.C. (98)	32	**60**	49	32	**62**	49
Greenville-Asheville-Spartanburg, S.C. (36)	104	**123**	111	104	**127**	109
Greenwood-Greenville, Miss. (174)	**32**	13	—	**32**	13	—
Harrisburg-Lancaster-Lebanon-York, Pa. (46)	68	77	**101**	69	78	**101**
Harrisonburg, Va. (196)	**25**	—	—	**26**	—	—
Hartford-New Haven, Conn. (22)	148	**172**	82	152	**177**	82
Helena, Mont. (205)	—	—	**4**	—	—	**4**
Houston (10)	**297**	227	185	**298**	229	185
Huntsville-Decatur-Florence, Ala. (92)	53	**59**	42	54	**58**	35
Idaho Falls-Pocatello (157)	13	**21**	16	14	**21**	16
Indianapolis (24)	**156**	**156**	127	**158**	157	124
Jackson, Miss. (84)	35	**61**	59	36	**60**	59
Jackson, Tenn. (183)	**39**	—	—	**40**	—	—
Jacksonville, Fla. (64)	63	**91**	43	64	**92**	43
Johnstown-Altoona, Pa. (80)	1	59	**76**	1	61	**76**
Jonesboro, Ark. (173)	**33**	—	—	**33**	—	—
Joplin, Mo.-Pittsburg, Kan. (118)	34	**41**	26	34	**42**	25
Kansas City, Mo. (27)	**139**	137	109	**143**	137	108
Knoxville, Tenn. (58)	85	**106**	43	87	**104**	42
La Crosse-Eau Claire, Wis. (129)	21	**39**	38	21	**39**	38
Lafayette, Ind. (191)	—	**11**	—	—	**11**	—
Lafayette, La. (109)	51	**64**	—	51	**67**	—
Lake Charles, La. (168)	—	—	**37**	—	—	**37**
Lansing, Mich. (98)	—	**67**	38	—	**69**	38
Laredo, Tex. (198)	—	**4**	**4**	—	4	**6**
Las Vegas (102)	**40**	34	30	**37**	34	30
Laurel-Hattiesburg, Miss. (164)	—	—	**29**	—	—	**28**
Lexington, Ky. (77)	45	**77**	45	47	**77**	44
Lima, Ohio (193)	—	—	**15**	—	—	**15**
Lincoln-Hastings-Kearney, Neb. (89)	39	**56**	14	39	**55**	13
Little Rock, Ark. (53)	**102**	84	76	**105**	86	72
Los Angeles (2)	**690**	525	557	**661**	540	544
Louisville, Ky. (44)	69	**110**	90	70	**111**	95
Lubbock, Tex. (131)	27	**31**	22	26	**31**	21
Macon, Ga. (140)	20	**46**	16	21	**46**	15
Madison, Wis. (106)	40	**50**	34	41	**51**	33
Mankato, Minn. (197)	—	**16**	—	—	**16**	—
Marquette, Mich. (184)	—	**20**	—	—	**20**	—
McAllen-Brownsville, Tex. (120)	**31**	26	13	**32**	26	13
Medford, Ore. * (152)	—	25	**28**	—	25	**29**
Memphis (38)	98	**140**	102	99	**138**	102
Meridian, Miss. (171)	**30**	11	5	**30**	11	5
Miami (13)	**201**	195	148	**201**	194	147
Milwaukee (29)	**137**	121	105	**139**	121	104
Minneapolis-St. Paul (14)	213	**224**	144	212	**231**	138
Minot-Bismarck-Dickinson, N.D. (142)	—	32	**37**	—	32	**34**
Missoula-Butte, Mont. (153)	**29**	—	22	**32**	—	23
Mobile, Ala.-Pensacola, Fla. (61)	75	**92**	54	75	**93**	53
Monroe, La.-El Dorado, Ark. (114)	14	**73**	24	14	**74**	24
Montgomery, Ala. (119)	25	24	**57**	25	25	**56**
Nashville (31)	106	**166**	122	105	**160**	120
New Orleans (34)	122	**149**	93	115	**149**	90
New York (1)	**1,113**	964	1,067	**1,126**	976	1,062
Norfolk-Portsmouth, Va. (47)	87	**101**	80	88	**103**	80
North Platte, Neb. (207)	—	—	**6**	—	—	**6**
Odessa-Midland, Tex. (144)	28	**31**	22	28	**31**	22
Oklahoma City (40)	91	**103**	74	90	**100**	72
Omaha (71)	**77**	70	54	**76**	69	53
Orlando-Daytona Beach, Fla. (30)	**131**	118	115	**134**	121	114
Ottumwa, Iowa-Kirksville, Mo. (204)	**24**	—	—	**25**	—	—
Paducah, Ky.-Cape Girardeau, Mo. (72)	39	**82**	59	40	**82**	58
Palm Springs, Calif. (186)	**9**	—	5	**8**	—	5
Panama City, Fla. (175)	**22**	—	20	**23**	—	20

* Asterisk denotes affiliate switch or new station.

Chart continues on page 186.

The November Sweeps: Parkersburg-Zanesville

ADI (rank)	ABC's computations 1983 households (000) ABC	CBS	NBC	CBS's computations 1983 households (000) ABC	CBS	NBC
Parkersburg, W.Va. (194)	—	—	**9**	—	—	**9**
Peoria, Ill. (100)	42	**43**	37	**43**	42	35
Philadelphia (4)	**558**	416	416	**559**	426	411
Phoenix (25)	121	**129**	103	**125**	124	97
Pittsburgh (12)	**299**	251	162	**301**	254	159
Portland, Ore. (23)	**142**	128	101	**140**	128	99
Portland-Poland Spring, Me. (78)	**61**	46	50	**64**	48	49
Presque Isle, Me. (200)	—	**8**	—	—	**9**	—
Providence, R.I.-New Bedford, Mass. (41)	110	79	**117**	**114**	84	112
Quincy, Ill.-Hannibal, Mo. (152)	—	**35**	30	—	**35**	30
Raleigh-Durham, N.C. (37)	**125**	102	36	**129**	103	36
Rapid City, S.D. (161)	15	—	**25**	15	—	**25**
Reno (124)	**32**	21	19	**30**	21	19
Richmond, Va. (57)	70	**81**	65	69	**90**	59
Roanoke-Lynchburg, Va. (68)	55	**89**	59	56	**88**	59
Rochester, Minn.-Mason City, Iowa (139)	**29**	24	25	**30**	26	25
Rochester, N.Y. (70)	**70**	58	53	**70**	56	49
Rockford, Ill. (109)	**38**	35	26	**39**	35	26
Roswell, N.M. (188) *	—	**18**	5	3	**17**	—
Sacramento-Stockton, Calif. (20)	**162**	129	138	**153**	132	134
St. Joseph, Mo. (190)	**20**	—	—	**20**	—	—
St. Louis (18)	199	**209**	160	204	**214**	158
Salinas-Monterey-San Jose, Calif. (108)	**47**	23	23	**46**	24	22
Salisbury, Md. (166)	10	**21**	—	11	21	—
Salt Lake City (42)	94	**103**	83	97	**104**	80
San Angelo, Tex. (195)	—	**13**	—	—	**13**	—
San Antonio,Tex. (45)	94	**102**	62	92	**103**	62
San Diego (26)	**118**	109	73	108	**112**	71
San Francisco (5)	**327**	289	261	**305**	298	251
Santa Barbara-Santa Maria, Calif. (116)	**29**	23	16	**27**	23	15
Savannah, Ga. (107)	33	**56**	23	34	**58**	23
Seattle-Bellingham-Tacoma (15)	**206**	146	162	**205**	153	156
Selma, Ala. (206)	—	**9**	—	—	**7**	—
Shreveport, La.-Texarkana, Tex. (55)	90	**100**	56	89	**99**	56
Sioux City, Iowa (135)	**37**	14	34	**37**	14	33
Sioux Falls-Mitchell, S.D. (95)	40	**73**	20	41	**72**	20
South Bend-Elkhart, Ind. (80)	50	**59**	**59**	51	**61**	59
Spokane, Wash. (74)	**61**	52	49	**57**	53	48
Springfield, Mass. (96)	**43**	—	42	**45**	—	41
Springfield, Mo. (82)	24	56	**59**	24	56	**58**
Springfield-Decatur-Champaign, Ill. (73)	56	**72**	49	57	**74**	49
Syracuse, N.Y. (66)	57	**77**	67	59	**77**	66
Tallahassee, Fla. (128)	13	**57**	5	13	**58**	5
Tampa-St.Petersburg-Sarasota (17)	**206**	203	134	186	**208**	131
Terre Haute, Ind. (126)	17	**44**	39	15	**44**	39
Toledo, Ohio (60)	72	**86**	74	73	**87**	74
Topeka, Kan. (145) *	10	**37**	22	10	**37**	22
Traverse City-Cadillac, Mich. (132)	19	**48**	29	19	**50**	28
Tucson, Ariz. (85)	**50**	46	42	**51**	45	42
Tulsa, Okla. (55)	**105**	89	61	**104**	88	59
Tuscaloosa, Ala. (188)	—	**12**	—	—	**12**	—
Twin Falls, Idaho (203)	—	—	**10**	—	—	**11**
Tyler, Tex. (159)	**53**	—	—	**53**	—	—
Utica, N.Y. (158)	16	—	**24**	16	—	**24**
Victoria, Tex. (202)	**5**	—	**5**	**5**	—	**5**
Waco-Temple, Tex. (97) *	—	**44**	40	—	**46**	39
Washington-Hagerstown, Md. (8)	**266**	254	229	265	**266**	211
Watertown-Carthage, N.Y. (167)	—	**20**	—	—	**20**	—
Wausau-Rhinelander, Wis. (132)	29	**48**	11	29	**47**	11
West Palm Beach-Ft. Pierce, Fla. (63)	53	24	**57**	49	24	**56**
Wheeling, W.Va.-Steubenville, Ohio (123)	—	**55**	44	—	**56**	42
Wichita-Hutchinson, Kan. (58)	74	**76**	64	73	**77**	62
Wichita Falls-Lawton (130)	**32**	28	22	**31**	29	22
Wilkes Barre-Scranton, Pa. (52)	**103**	61	83	**105**	63	82
Wilmington, N.C. (150)	30	—	**48**	31	—	**47**
Yakima, Wash. (122)	26	**38**	22	24	**38**	21
Youngstown, Ohio (83)	50	**65**	51	50	**65**	50
Zanesville, Ohio (198)	—	—	**9**	—	—	**9**

* Asterisk denotes affiliate switch or new station.

New stations

Applications

AM's

■ Lake Mary, Fla.—FLA Ltd. seeks 1460 khz, 1 kw-D, 5 kw-N. Address: 30 Longleat Parkway, Amherst, N.Y. 14226. Principal is owned by general partner, Q-Tech Associates (30%), and limited partner, First Columbia Co. Inc. (70%). Q-Tech is owned by Alfred E. Anscombe and James E. Greeley, who is Washington communications attorney and applicant for two LPTV's in Virginia. Filed Jan. 24.

■ Lake Placid, Fla.—Women in Florida Broadcasting Inc. seeks 730 khz, 250 kw-D. Address: 4755 White Willow Lane, Orlando, Fla. 32808. Principal is owned by Sharon A. Seifert and Carol J. Lamons (30% each), and Beverly J. Johnston (15%), with remainder of ownership unknown. All three are sisters, who have no other broadcast interests.

■ Eldon, Mo.—Southwest Communications Inc. seeks 750 khz, 1 kw-D. Address: 209 E. Second St., Eldon, Mo. 65026. Principal is owned by Dennis McDaniel, who is licensee of co-located KLDN(FM) and is permittee of new FM at Centralia, Mo. Filed Jan. 24.

■ Highlands, N.C.—CBI Inc. seeks 110 khz, 10 kw-D. Address: Rt. 1, Box 278-C, Highlands, N.C. 28741. Principal's ownership is divided into class A voting stock (16,250 shares) and class B stock (15,000 shares). Class A Stock is equally owned by Vicki E. Bagley and John J. Seehof III (50% each). Class B Stock is equally owned by Ervin Jackson Jr., Elizabeth W. Lowry and Allen W. Martin and his wife, Ruth F. (33% each). None have other broadcast interests. Filed Jan. 24.

■ Hope Valley, R.I.—Fantasy Broadcasting seeks 1180 khz, 1 kw-D, 500 kw-CH. Address: R.F.D. #1, Box 439, West Kingston, R.I. 02892. Principal is owned by Richard Vittorioso, who is announcer at WKRI(AM) West Warwick, R.I. Filed Jan. 24.

■ Reston, Va.—Reston Community Broadcasting seeks 700 khz, 1 kw-D. Address: 11607 Vantage Hill 21B, Reston, Va. 22090. Counsel: Fisher, Wayland, Cooper and Leader. Principal is owned by David J. Matthews, who has no other broadcast interests. Filed Jan. 27.

FM's

■ *St. Paul, Alaska—Pribilof School District Board of Education seeks 91.9 mhz, 15.1 kw, HAAT: 38 ft. Address: Tolstoy St., St. Paul, Alaska 99660. Counsel: Neal Goldberg. Principal is headed by John R. Merculief, president, who is also public works director, city of St. Paul. Filed Jan. 23.

■ *Garberville, Calif.—Redwood Community Radio Inc. seeks 89.7 mhz, 200 w, HAAT: 2,507 ft. Address: P.O. Box 135, Redway, Calif. 95560. Principal is nonprofit corporation headed by James Durchslag, president.

■ *Idaho Falls, Idaho—Idaho Educational Broadcasting Foundation seeks 91.9 mhz, 600 w, HAAT: minus 291 ft. Address: P.O. Box 384 Lewiston, Idaho 83501. Counsel: Putbrese & Hunsaker (Virginia). Principal is charitable trust headed by Richard C. Moore, minister. It also has app.'s for new noncommercial FM's at Payette, Pocatello, Sandpoint, and Boise, all Idaho. Filed Jan. 25.

■ *Chicago—Open Media Corp. seeks 90.5, 29.96 kw, HAAT: 430 ft. Address: 1813 W. Cortland, Chicago, Ill. 60622. Principal is headed by Mitchell A. Lieber, president, who is former public affairs director of co-located WNIB(FM). It will remove its app. from mutually exclusive status with renewal app. of WMBI-FM Chicago.

■ Albany, Minn.—Stearns County Broadcasting Co. seeks 105.5 mhz, 3 kw, HAAT: 233 ft. Address: Box W, Albany, Minn. 56307. Principal is group of nine Minnesota investors headed by Norman Skalicky, president. It also owns KASM-(AM) Albany.

■ *Butte, Mont.—Montana Educational Broadcasting Foundation seeks 90.5 mhz, 100 w, HAAT: 1,850 ft. Address: 5326 East Side Highway, Florence, Mont. 59833. Counsel: Putbrese & Hunsaker. Principal is charitable trust headed by trustees including John Ward, potter. It also has app.'s for new FM's at Bozeman, Great Falls, Kalispell and Missoula, all Montana. Filed Jan. 25.

■ *Omaha—United Methodist Community Center seeks 88.7 mhz, 100 w, HAAT: 141.3 ft. Address: 2001 North 35th St., Omaha, Neb. 68111. Principal is headed by Rev. Walter E. Bailey, president, who is pastor, St. Paul United Methodist Church.

■ *Oilton, Okla.—Oilton Educational Broadcasting Foundation seeks 88.7 mhz, 200 w, HAAT: 79 ft. Address: P.O. Box F, Oilton, Okla. 74052. Counsel: Stuart B. Mitchell & Associates. Principal is educational trust, headed by trustees including Bill Ryan, pastor. Filed Jan. 30.

■ *Stillwater, Okla.—Oklahoma Educational Broadcasting Foundation seeks 89.7 mhz, 550 w, HAAT: 387 ft. Address: 617 Manvel, Chandler, Okla. 74384. Counsel: Putbrese & Hunsaker. Principal is headed by Chandler trustees, including Gary K. Schroeder, businessman. It also has app.'s for new noncommercial FM's at Bartlesville, Miami, Muskogee and Shawnee, all Oklahoma. Filed Jan. 25.

■ *Roseburg, Ore.—Patricia Ann Silva Educational Broadcasting Foundation seeks 91.9 mhz, 100 w, HAAT: 1,194 ft. Address: 3732 Zion Place, Santa Maria, Calif. 03455. Counsel: Putbrese & Hunsaker. Principal is headed by James O. Holder, pastor. It also has app.'s for new noncommercial FM's at Astoria, Coos Bay, Grants Pass, and Newport, all Oregon. Filed Jan. 25.

■ Cabo Rojo, P.R.—Olga Iris Fernandez seeks 102.3 mhz, 3 kw, HAAT: 67.4 ft. Address: P.O. Box 316, URB Fas 17, Coamo, P.R. 00640. Principal is also applicant for new FM at Boqueron, P.R. Her husband, José David Soler, and his father, brother and sister own WCPR(AM) Coamo, P.R. Filed Jan. 26.

■ *Vermillion, S.D.—University of South Dakota seeks 91.1 mhz, 100 w, HAAT: 76 ft. Address: Slagle Hall-136 Clark St., Vermillion 57069. Principal is governed by board of regents of state of South Dakota. W. Leonard Lee is director of mass communications. Filed Jan. 31.

■ *Temple, Tex.—Waco Educational Broadcasting Foundation seeks 90.3 mhz, 550 kw, HAAT: 535 ft. Address: 1208 N. Robinson Dr., Waco, Tex. 76706. Counsel: Putbrese & Hunsaker. Principal is charitable trust headed by trustees including R.L. Whitworth, minister. It has also filed app.'s for new noncommercial FM's at Abilene, Brownwood and Bryan, all Texas. Filed Jan. 25.

■ *Everett, Wash.—Nathan Educational Broadcasting Foundation seeks 90.7 mhz, 600 w, HAAT: 155 ft. Address: 753 Bloching Circle, Clayton, Calif. 94517. Counsel: Putbrese & Hunsaker. Principal is headed by Leonard D. Silva, minister. It also has app.'s for new noncommercial FM's at Yakima, Wash. (see below), and Bellingham, Longview and Olympian, all Washington. Filed Jan. 25.

■ *Yakima, Wash.—Nathan Educational Broadcasting Foundation seeks 91.1 mhz, 300 w, HAAT: 705 ft. Principal is also applicant for new FM at Everett, Wash. (see above). Filed Jan. 25.

■ *Casper, Wyo.—Casper Educational Broadcasting Foundation seeks 91.1 mhz, 363 w, HAAT: minus 363 ft. Address: 5211 South Elm, Casper 82601. Counsel: Stuart Mitchell & Associates. Principal is charitable trust headed by trustees, including Cecil T.L. Spear. Filed Jan. 30.

Summary of broadcasting as of December 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,733	164	4,897
Commercial FM	3,527	415	3,942
Educational FM	1,122	176	1,298
Total Radio	9,382	755	10,137
FM translators	760	425	1,185
Commercial VHF TV	531	21	552
Commercial UHF TV	331	220	551
Educational VHF TV	114	4	118
Educational UHF TV	173	24	197
Total TV	1,149	269	1,318
VHF LPTV	185	81	266
UHF LPTV	67	91	158
Total LPTV	252	172	424
VHF translators	2,853	198	3,051
UHF translators	1,878	329	2,205
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

TV's

■ Albany, Ga.—Harold Yancey Edwards seeks ch. 52; ERP: 3,000 kw vis., 300 kw aur., HAAT: 452.6 ft.; ant. height above ground: 423.7 ft. Address: 204 N. Edwards, Enterprise, Ala. 36330. Principal has no other broadcast interests. Filed Dec. 30.

■ Paducah, Ky.—Johnny G. Box seeks ch. 49; ERP: 4,950 kw vis., 495 kw aur., HAAT: 284.5 ft.; ant. height above ground: 272 ft. Address: P.O. Box 1135, Paducah, Ky. 42001. Principal has no other broadcast interests. Filed Jan. 25.

■ Lewiston, Me.—Lewiston Broadcasting seeks ch. 35; HAAT: 295 ft.; ant. height above ground: 294 ft. Address: P.O. Box 381, Syracuse, N.Y. 13201. Principal is owned by William Gault (51%) and Gary Shanley (49%). They are also applicants for new TV's at Alpine, Tex. Shanley is also applicant for new TV at Sante Fe, N.M.

■ Wilson, N.C.—Bland Communications seeks ch. 30; ERP: 5,000 kw vis., 500 kw aur., HAAT: 950 ft.; ant. height above ground: 963 ft. Address: 210 Beacon St., Wilson, N.C. 27893. Principal is owned by Laura M. Bland (75%) and her husband, Michael (25%), who have no other broadcast interests. Filed Jan. 17.

■ Lake Dallas, Tex.—Gordon McLendon seeks ch. 55; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1438 ft.; ant. height above ground: 1,243 ft. Address: P.O. Box 1260, Lake Dallas, Tex. 75065. Counsel: Cohn & Marks. Principal is former owner, with his father, of McLendon Corp., group owner. McLendon Corp. sold its last station KNUS(FM) Dallas, Tex., in 1979. Filed Jan. 25.

Actions

AM

■ Lovelock, Nev.—88 Broadcasting Co. granted 880 khz, 1 kw-D, 250 w-N. Address: P.O. Box 550, Fair Oaks, Calif. 95628. Principal, at time of March 5, 1982 app., was owned by John L. Gardner, who was president of Fair Oaks, Calif., telecommunications company and who owned 50% of applicant for new AM's at Riverbank and Rancho Cordova, both California. Action Jan. 17.

FM's

■ College, Alaska—Empire Communications app. dismissed for 103.9 mhz, 3 kw, HAAT: 62 ft. Action Jan. 17.

■ College, Alaska—Student Media Inc. granted 103.9 mhz, 3 kw, HAAT: 0 ft. Address: P.O. Box 61052, Fairbanks, Alaska 99706-1052. Principal is nonprofit corporation, headed by John S. DiBene, president. It has no other broadcast interests. Action Jan. 17.

■ St. Johns, Ariz.—Bold Productions Inc. app. dismissed for 95.7 mhz, 100 kw, HAAT: 464 ft. Action Jan. 27.

■ St. Johns, Ariz.—Plateau Communications Inc. granted 95.7 mhz, 22.11 kw, HAAT: 1,776 ft. Address: P.O. Box 810, St. Johns 81596. Principal: Milford G. Richey is president and one-third owner. Richey owns and operates Arizona cable systems. Action Jan. 26.

■ Marathon, Fla.—Paul L. Crogan granted 106.3 mhz, 3 kw, HAAT: 190 ft. Address: 1208 Simonton Street, Key West, Fla. 33040. Principal has no other broadcast interests. Action Jan. 24.

■ *Wichita, Kan.—Wichita Educational Broadcsting Foundation app. returned for 88.3 mhz, 100 kw, HAAT: 320 ft. Action Jan. 22.

■ Grantsville, Md.—He's Alive Inc. seeks 90.3 mhz, 10 kw, HAAT: 600 ft. Address: 1000 Springs Road, Grantsville, Md. 21536. Principal is nonprofit corporation, headed by Dewayne Johnson, president. It has no other broadcast interests. Action Jan. 26.

■ Leesville, S.C.—Leesville Broadcasting Co. app. returned for 95.3 mhz, 3 kw, HAAT: 283 ft. Action Jan. 26.

■ Elkton, Va.—Robert James Lacey app. returned for 98.3 mhz, 3 kw, HAAT: 298.5 ft. Action Jan. 22.

TV's

■ Douglas, Ariz.—TV 3 Partners app. dismissed for ch. 3; ERP; 100 kw vis., 20 kw aur., HAAT: 2,296 ft. Action Jan. 26.

Allocations

Applications

■ Citronelle, Ala.—Barbara Kay Turner proposed assignment of FM ch. 272A to Citronelle; its first FM assignment.